

Sleep Number Earns J.D. Power Award, Ranked #1 in Customer Satisfaction with Mattresses Purchased In-Store and Online

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Company takes highest spot among mattress brands for comfort, support and variety of features

MINNEAPOLIS--(BUSINESS WIRE)-- **Sleep Number** (Nasdaq: SNBR) announced it is the most awarded mattress brand in the J.D. Power 2025 U.S. Mattress Satisfaction Study. The company was recognized as #1 in customer satisfaction with mattresses purchased in-store and online, marking the fifth time the brand received this distinction by J.D. Power.*

"J.D. Power is one of the most trusted benchmarks of customer satisfaction, and being ranked #1 is a powerful demonstration of our customer-obsessed culture," said Linda Findley, President and CEO of Sleep Number. "We've built a highly differentiated product that evolves with our customers. As we look to the future, we are working to optimize our product portfolio, value and distribution, focusing on the benefits that matter most to our customers."

Sleep Number beds deliver unmatched personalization and long-term value through adjustable comfort technology that evolves with you. The beds allow each sleeper to control their firmness, support and comfort, which can be adjusted anytime as needs change. Designed to adapt to customers seamlessly night after night, Sleep Number beds respond to you in real time, helping keep you asleep longer. Plus, as a leader in temperature technology, Sleep Number also offers patented science-backed cooling solutions, helping each sleeper stay at their ideal temperature for the best possible sleep. The **ClimateCool® smart bed**, for example, has cooling programs scientifically shown to improve sleep quality. Designed through a research collaboration with Feinberg School of Medicine at Northwestern University, the programs help promote sleep quality and minimize sleep disruptions. And, **Climate360® smart bed** sleepers get 52.5 minutes more restful sleep per night.**

The J.D. Power 2025 U.S. Mattress Satisfaction Study surveyed consumers who purchased a mattress either in-store or online within the past 12 months. The study serves as a key industry benchmark, offering deep insights into customer needs, expectations and preferences across the mattress-buying journey.

For J.D. Power 2025 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards). To learn more about Sleep Number, visit [sleepnumber.com](https://www.sleepnumber.com), our [investor relations site](#) or one of our **611 stores**.

*Sleep Number received the highest score in the J.D. Power 2015, 2016, 2018 2023, and 2025 Mattress Satisfaction Reports of customers' satisfaction with their mattress and among mattresses purchased in-store.

**Based on average SleepIQ® data from 10/24-1/25 of Climate360® sleepers using the SmartTemp™ program vs. their sleep with it turned off.

About Sleep Number Corporation

Sleep Number is a sleep wellness company. We are guided by our purpose to improve the health and wellbeing of society through higher quality sleep; to date, our innovations have improved 16 million lives. Our sleep wellness platform helps solve sleep problems, whether it's providing individualized temperature control for each sleeper through our Climate360® smart bed or applying our 36 billion hours of longitudinal sleep data and expertise to research with global institutions.

Our smart bed ecosystem drives best-in-class engagement through dynamic, adjustable, and effortless sleep with personalized sleep and health insights; our millions of Smart Sleepers are loyal brand advocates. And our 3,200 mission-driven team members passionately innovate to drive value creation through our vertically integrated business model, including our exclusive direct-to-consumer selling in 611 stores and online.

To learn more about life-changing, individualized sleep, visit a **Sleep Number® store** near you, our [investor relations site](#), or [SleepNumber.com](https://www.SleepNumber.com).

Forward-looking Statements

Statements used in this news release relating to future plans, events, or performance, such as the statement that: the company is working to optimize its product portfolio, value and distribution, focusing on the benefits that matter most to its customers, are forward-looking statements subject to certain risks and uncertainties which could cause the company's results to differ materially. The most important risks and uncertainties are described in the company's filings with the Securities and Exchange Commission, including in Item 1A of its Annual Report on Form 10-K. Forward-looking statements speak only as of the date made, and the company has no obligation to update such statements.

Media Contact: Nichole Teixeira, Nichole.Teixeira@sleepnumber.com

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